

**South Park Stakeholders Group – Board of Directors Meeting
Thursday, October 22, 8:30 AM
1201 S. Figueroa St., West Hall, Room MR501**

Board Members:

Robin Bieker, Bob Buente, Shelby Jordan, Nate Nusbaum,
Terri Toennies, Richard Wu, James Pugh, Daniel Taban,
Michelle Barker-Heilpern

Staff/Contract:

Jessica Lall, Priscilla Hsu, Josh Kreger, Victor Gonzalez, Sergio Urena

Guests:

John Readey, Estela Lopez, Alexander Irvine, Jill Gurr, Kim Nakashima, Brad Gessner, Brandy Thigpen, Steven Bledsoe, Kate Campbell, Kathy Klingele, Terry Rubinroit, Ann Hickambottom, Channing Henry, Dawn Davis, Denise Mendoza, Sonnet Hui, Phillip Lin, Doyle MacDonald, Jeff Baderschater, Drew Canniff, Carol Jimenez, Bud Ovrom, Adria Ybarra, Officer Danny Reedeey, Faye Washington

TOTAL Guests: 26

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
Call to Order – Welcome & Introductions	Called to order by Robin Bieker at 8:38 AM	No Action Taken
Public Comment / Announcements	No public comment	No Action Taken
Review and approve August 27, 2015 Minutes		Nate Nusbaum moves to approve the minutes, Jim Pugh seconds the approval. All in favor, none opposed.
Presentation: Los Angeles Convention Center Redesign, Bud Ovrom	Bud Ovrom presented with a focus on the business aspects of the report: Very few things contribute more to economic development than tourism and conventions because of how many people it brings in. Our	No Action Taken.

	<p>current mayor has really understood the value of tourism to this economy and he understands the competitive disadvantage we are at right now. Compared to other cities, our convention center is rather small—you can see the consequences of that when you look at the bottom of the page and see the statistics of number of conventions at other cities [as compared to] our pitiful convention stats.</p> <p>The total economic impact of the convention center redesign project shows the level of economic activity we could have if we complete the project. If we stay status quo we will only continue to fall behind our competition: Anaheim, San Diego... Needless to say, we have a strong endorsement from Curren Price – chairman of the Economic Development Committee.</p> <p>It will be under \$500 million dollars for the entire project. TOT tax was raised a little every year since 1981 specifically for the purpose of redesigning the convention center. Unfortunately that is no longer available to us. If we use the \$48 million available to us through debt service instead, we believe we can afford to fund this project. However, they are general funds, which mean the city has the latitude to use that general fund for something else if they wanted to.</p> <p>The one upside of waiting so long to update the convention center is that we have such great bond ratings that we won't have to increase the TOT. We will live within our means. This tax is raised for the purpose of the convention center. The CAO will be presenting the financing plan to the city council in November and I hope to hear from you when this report goes to the city council. If this money is used and diverted for other</p>	
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	<p>purposes, we want to make sure it goes to the convention center. When this goes to council we are going to need your help.</p> <p>Bob Buente: You talk about the decrease in convention bookings if no improvements are made?</p> <p>Bud Ovrom: That’s right, because Anaheim is under construction right now; San Diego is down but they will be back—we need to maintain our competitive advantage.</p> <p>If all goes well, we expect the CAO report in early December and construction to begin in January. We have to keep continuity so we won’t tear anything down until the new stuff is operating. The area over Pico will be done in 2019. Everything will be open by 2020.</p> <p>Jessica Lall: When the report is released and presented to the council, I’ll make sure it gets blasted to the board. Gil Lindsey Plaza is an important asset and we want to make sure that when it is open and available that we can use that space for open space and public programming.</p>	
<p>Presentation: “The Alexan”, Trammell Crow Residential, John Readey</p>	<p>Jessica Lall: This project is just outside the South Park district but as one big Downtown community we are always interested in what’s happening around the area.</p> <p>John Readey: Depending on what map you look at, we seem to reside in multiple districts. The fact that we’re in all these different districts points to what this project is—the missing piece.</p> <p>Trammel Crow has \$2 billion in the pipeline nationally. We are happy to be here. The Alexan is a 26 story building with 205 market rate apartments and floor retail. There are 344</p>	<p>No Action Taken.</p>

	<p>bike parking stalls inside and on the street. We are tying in store-front research for a bike-centered focus. Research has also been done on street activity.</p> <p>Jessica Lall: Let us know how we can help. We don't take formal positions on development projects but we do attend hearings and speak to the merit of buildings.</p> <p>John Readey: We have a support website if that's something you'd like to distribute to members.</p>	
Consent Agenda – Recommended action for approval	<ol style="list-style-type: none"> 1. Approval of South Park Art Strategic Plan 2. Approval of MyFig RFQ for distribution 3. Approval of Streetplus as clean/safe provider for SPII <p>This was decided in a meeting with representatives from SPII and it was decided upon by a price point.</p> 4. Approval of 2016 Meeting Calendar <p>This is about the same scheduled as last year but includes the addition of an SPII committee.</p> 	Shelby Jordan moves to approve the consent agenda as is, Bob seconds. All in favor, none opposed.
Secretary – Treasurer Update (Bob)	<p>a. August and September 2015 Financial Report</p> <p>Bob Buente: You can see this on the year-to-date budget that we are a little over in terms of revenue and quite a bit under in terms of expenses, which is a good thing. It gives us a \$475,000 operating profit to date. We do anticipate excess funds at the end of the year and will be under budget. We will have a lot of uses for the overage moving into the next year,</p>	No Action Taken

	<p>specifically for the MyFig Project. While we are not spending our money on MyFig—it will be funded by the State Prop 1C funds—we do have to advance funds until the state pays us off. I think we can manage our funds rather than go into our line of credit.</p> <p>It would be irresponsible for us to zero out at the end for the year. It is normal to see money roll over from year to year.</p> <p>Jim Pugh: We have a surplus, that’s great. Is there a safe harbor amount?</p> <p>Bob Buente: We’ve never defined that. We have a contingency line item, which could be considered the safe harbor.</p> <p>Jim Pugh: Within that, are there high priority items that the BID wants to fund that they haven’t been able to?</p> <p>Bob Buente: That will come up in subcommittee discussions. We all have ideas and people need to come to voice them.</p> <p>Jessica Lall: Like Bob said, we’ll get more into the MyFig project but there have already been some suggestions.</p>	
	<p>b. Review and approval of 2016 Budget</p> <p>Bob Buente: The budget is set in stone by our management plan. This is just an update on our budget.</p> <p>Jessica Lall: The highlight for the audience is that SP and SP11 have different budgets and what amount percentage shared costs should come from SP11 to SPBID.</p> <p>We’re not allowed to change the budget until the BID starts over in 2018. We’ve brought on</p>	<p>Nate Nusbaum moves to approve the 2016 budget, Shelby Jordan seconds. All in favor, none opposed.</p>

	<p>Josh Kreger full-time and we will need to adjust for equipment costs, other basics.</p> <p>Bob Buente: That will be a pro rata so it won't be directed to South Park.</p>	
	<p>c. Board Elections Presentation & Approval of 2016 Slate</p> <p>Jessica Lall: We had 11 applications and I'm excited to announce that we have some exciting additions to the board.</p> <p>An announcement, Fernando Villa will be stepping down. We will be reconfirming our officers and expanding the officers and committee chairs—Daniel Taban will be taking over as secretary and Faye Washington will be SPII chair. Both are South Park II owners so that brings South Park II representation onto the Board.</p> <p>For our new board members, we have Channing Henry from Proper Hotel, Sonnet Hui from Hazens Group, Paul Keller from Mack Urban, and Faye Washington from YWCA. Anne Hickambottom will serve as Faye's proxy vote should Faye be unable to attend. We have a good mix of property owners and non-property owners.</p> <p>Jim Pugh: Congratulations to the new people who are joining the board. It is a critical time for the Board to be expanding. We are excited to have additional talent coming on for an additional geographic area.</p> <p>Faye Washington: Thank you for the creation of the new BID. This area is very important to me. I've spent my entire professional career in this neck of the woods so there's a lot of history, will, desire, and passion for this city. I love LA. So thank you for the opportunity for</p>	<p>Bob Buente moves to approve the entire slate for the new Board of Directors. Daniel Taban seconds. All in favor. None opposed. None abstained.</p>

	<p>me to get in the mix and do something for the city.</p> <p>Robin Bieker: We welcome the new slate of Board Members.</p> <p>Paul Keller: I want to draft off what Faye just said, and say thank you, and let the Board know to date we [Mack Urban] have invested and are meeting with investors all over the world. One of the real wonderful things we are able to talk about when we are pitching the opportunity is the incredible job that this BID does relative to keeping the area safe and clean in comparison to other BIDs in downtown. I just want to thank you all for the opportunity.</p> <p>Sonnet Hui: I represent Hazens Group and I've been to a lot of meetings on the Board. We've invested \$700 million dollars at the gateway to South Park. You have an amazing Board, and Jessica does an amazing job of organizing the group. I've personally been in the architecture business for over 20 years and I'm looking forward to contributing my experience, especially as South Park launches into this new phase, there will be a lot of logistics.</p> <p>Channing Henry: I didn't realize how many different personalities there are in downtown until I became an official property owner. As I've gotten to know so many constituents I've gotten to know they really are a committed group of people, and I appreciate your leadership, Jessica, for coordinating.</p> <p>Jessica Lall: I just want to point out that when I started here less than three years ago, the only people on the Board were Robin and Bob. I just want to say I'm very excited for next year.</p>	
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	<p>d. South Park II Governance Update and MOU approval</p> <p>Jessica Lall: To keep things clear and documented, we decided to create an MOU that outlines the spirit and the relationship between South Park and South Park II. The goal as of today, is to eventually merge into one larger BID area but should one group decide it is not in their best interest, they will let the other know.</p> <p>Robin Bieker will sign as board chairman and Faye Washington will sign as SPII chair.</p>	<p>Robin Bieker moves to accept. Jim Pugh seconds. All in favor, none opposed.</p> <p>Robin Bieker will sign the MOU on behalf of the SPSG of South Park. Faye Washington will sign the MOU as the chair of the SPSG SPII committee on behalf of the stakeholders in South Park II.</p>
	<p>e. Recommendation to approve creation of SPII Committee</p>	<p>Michelle Barker-Heilpern moves to accept the organization; Richard Wu seconds. All in favor.</p>
	<p>f. Approval of 2016 Annual Planning Report</p> <p>Jessica Lall: We submit this report to the city to show that we are on track with our district management plan. Programming is really broad in case we want to change it. We've gone over some of the surplus excesses shown in this document.</p>	<p>Bob Buente moves to adopt, Terri Nusbaum seconds. All in favor. None opposed.</p>
Committee Reports		

<p><i>SOBO, Buente</i></p>	<p>Discussion of South Park Walkability Project via MyFig Project</p> <p>Bob Buente: The MyFig Project has been going on for a number of years.</p> <p>With the demise of the Farmer’s Field, the Pico Station really fell by the wayside. Pico was going to have extensive modifications but it is not inviting, it has safety issues, and a number of other issues. Staff proposed to LADOT that if there were any funds available to allocate to the area in and around the Pico Metro Stop, we would be happy to help manage the efforts. These are Prop 1C Funds from the State. The project is going to be a multi-modal project to move people around that station and better. We have the opportunity to spend this money in South Park but we need to identify the designer, contractor, build it and do it all in 14 months.</p> <p>What we’re asking for is not an approval of the plan or of the budget; it’s just an approval to go through the RFQ process so we can identify a designer, a contractor.</p> <p>Jessica Lall: We’re going to work on pedestrian lighting, wayfinding, and other interventions that improve the public space and make it safer. We’ve outlined the project scope within the RFQ.</p> <p>Next steps are a very aggressive timeline. The BID is going to take on a whole new set of responsibilities and Josh on our team will help coordinate this. We’re going to have an RFQ ready by Friday, released next week. It is a design build so we only need 3 submissions.</p> <p>The City will submit to State a letter defining SPSPG a payee of the project. The BID can</p>	<p>No Action Taken</p>
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	<p>collect 10-15% project management fee which will cover staff time.</p> <p>Jim Pugh: Bob, you mentioned the schedule of 14 months, do we know what our initial list of asks or approvals is?</p> <p>Jessica Lall: No, not yet. Once DOT receives the letter that names us as a payee we will also request that our permits and all be expedited. The entire MyFig project needs to be completed next year and they haven't even started yet.</p> <p>Jim Pugh: As we move this discussion forward, I want to understand the administrative discretionary permits and monitor actively and closely so we don't get hung up.</p> <p>Jessica Lall: We should have someone selected by December 13. December 2 will be the SOBO meeting where we go over qualifications.</p>	
<i>DISI, Toennies</i>	<p>Approval of up to \$10,000 for Phase 2 Website Updates</p> <p>Jessica Lall: As you know, we customized our website last year and it looks good. We're looking for \$10,000 to improve upon it next year. The traffic on our website has nearly tripled, especially the calendar and business directory and our news section. Because we are the entertainment district, we have a lot of calendars to pull from and it's a lot of work on the team to constantly pull from that. We've moved our team to SmartSheet for project manage to help relieve bottleneck from staff work. Things we want to do. WE're asking for up to \$10k. Not sure we'll need it all but we might come close.</p>	<p>Richard Wu moves to accept approval for Phase 2 Website Updates; Daniel Taban seconds. All in favor. None opposed.</p>

	<p>Public Art Strategic Plan</p> <p>Jessica Lall: We work with DoArt, who just completed a robust survey. What we really found is that people really want now to see more engagement activities vs. murals. Top tier of art plan was art classes throughout the district, working with the hospital patients and Metro Charter School. We've started art talks at the Hotel Figueroa. People are also interested in sculpture art. We want to look at movie screens and having more engagement. We've been working with Michelle Heilpern on a resident engagement program and tying it in to cultural activities. Our 10 year anniversary event really instigated a lot of that sentiment. The BID is going to fund a holiday construction fencing program to test the minimizing of the graffiti we get on construction fences. We are proposing to use Daniel's site and see how it goes. For the Strategic Art Plan, we are proposing the allocation of up to \$10 thousand dollars. We now have data to drive our decisions and as Bob said we have the money.</p> <p>Terri Rubinroit: The DoArt foundation did a great job putting together a survey of what we need. It's exciting. I love that they've been so actively involved in our community.</p> <p>Michelle Barker-Heilpern: It's great that they're a part of this and engaging the community. And getting to know the organizations and community.</p>	<p><i>Shelby Jordan moves to accept \$10,000 budget to fund the strategic art plan, Rich Wu seconds. All in favor, none opposed.</i></p>
New Business Items		
Updates:	<ul style="list-style-type: none"> a. Metro Charter Elementary Green Carpet – October 22, 5:00 PM b. Sidewalk Vending Item, ED Committee – October 27, 1:00 PM c. City Council Hall, Council Chambers d. City Minimum Wage Enforcement – 	

	<p>November 3, 1:30 PM – 4:00 PM</p> <p>e. Regal Cinema Spectre Green Carpet – November 3, 6:00 PM</p> <p>f. LA Auto Show Green Carpet – November 18, 4:00 PM – 6:00 PM</p> <p>g. SPBID Annual Meeting – December 9, 5:30 PM - 7:30 PM, Keck Hall Assembly Member Miguel Santiago scheduled to be there currently. City attorney has been invited as well.</p>	
	Meeting adjourned	<i>Robin Bieker moves to adjourn the meeting; Bob Buente seconds.</i>

Adjourned at: 9:56 AM

Minutes recorded by: Priscilla Hsu